

## **ABSTRACT**

*The development of local beauty products in Indonesia has led beauty brands to compete competitively in the domestic market. However, challenges have arisen, such as complaints about the quality of Skin Game products, leading to a rebranding effort. Apart from these issues, a research gap exists in the variables under study, prompting further investigation into the factors influencing brand trust in Skin Game. Data collection for this study was based on purposive sampling, distributing questionnaires according to the researcher's criteria. The questionnaire results were analyzed using SEM-PLS method with two measurements: the measurement model (inner model) and the structural model (outer model) using SmartPLS 4 software. The findings indicate that perceived quality (PQ) and customer engagement (CE) significantly affect brand trust (BT). However, perceived interactivity (PI) and social media marketing (SMM) do not significantly influence brand trust (BT). Lastly, the mediating effect of customer engagement (CE) is only significant between social media marketing (SMM) and brand trust (BT). However, the mediating effect of customer engagement (CE) between perceived interactivity (PI) and brand trust (BT), as well as perceived quality (PQ) and brand trust (BT), yielded no significant results*

**Keywords:** *Perceived Interactivity, Perceived Quality, Social Media Marketing, Customer Engagement, Brand Trust, Skin Game Products*

